

ORDER



Orders	Order / Rev:	347794
	Alt Order #:	06839457
	Product Desc:	JOE HECK
	Estimate:	2580
	Flight Dates:	08/08/12 - 08/20/12
	Original Date / Rev:	08/07/12 / 08/07/12
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heck, Joe
	Demographic:	A35+
	Product Codes:	PL State Senate
	Priority:	P-03
	Revenue Codes:	HOUSE, POL CAND, CAND

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	73	\$29,450.00	\$25,032.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	73	\$29,450.00	\$25,032.50	0.00
Totals	73	\$29,450.00	\$25,032.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	36%	\$29,450.00
Market	100%	\$81,805.56

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$25,359.72
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	28%	\$22,905.56
KTUD	0%	\$0.00
KVMY	4%	\$3,272.22
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$818.06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	08/08/12	08/10/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	3	\$400.00	P-03	0.00	NM	3	\$1,200.00

KTNV - Las Vegas

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 Estimate: 2580

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	08/13/12	08/17/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MTWTF--	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				3	\$200.00		0.00			
E 14	KTNV	08/20/12	08/20/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M-----	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----				1	\$200.00		0.00			
E 15	KTNV	08/08/12	08/10/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p --WTF--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$350.00		0.00			
E 16	KTNV	08/13/12	08/17/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWTF--	:30	4	\$350.00	P-03	0.00	NM	4	\$1,400.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				4	\$350.00		0.00			
E 17	KTNV	08/20/12	08/20/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p M-----	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----				1	\$350.00		0.00			
E 18	KTNV	08/08/12	08/10/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p --WTF--	:30	3	\$850.00	P-03	0.00	NM	3	\$2,550.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$850.00		0.00			
E 19	KTNV	08/13/12	08/17/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MTWTF--	:30	5	\$850.00	P-03	0.00	NM	5	\$4,250.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				5	\$850.00		0.00			
E 20	KTNV	08/20/12	08/20/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p M-----	:30	1	\$850.00	P-03	0.00	NM	1	\$850.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----				1	\$850.00		0.00			
E 21	KTNV	08/08/12	08/10/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a --WTF--	:30	3	\$400.00	P-03	0.00	NM	3	\$1,200.00
NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$400.00		0.00			
E 22	KTNV	08/13/12	08/17/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MTWTF--	:30	4	\$400.00	P-03	0.00	NM	4	\$1,600.00
NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				4	\$400.00		0.00			
E 23	KTNV	08/11/12	08/18/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA -----S-	:30	1	\$350.00	P-03	0.00	NM	2	\$700.00
SATURDAY G.M.A.														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-				1	\$350.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
E 24	KTNV	08/12/12	08/19/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$350.00	P-03	0.00	NM	2	\$700.00
SUNDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S				1	\$350.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	-----S				1	\$350.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KTNV	08/12/12	08/19/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$350.00	P-03	0.00	NM	2	\$700.00
SUNDAY AM NEWS														
E 25	KTNV	08/12/12	08/19/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a -----S	:30	1	\$350.00	P-03	0.00	NM	2	\$700.00
SUNDAY NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$350.00		0.00			
	Week:	08/13/12	08/19/12	-----S		1			\$350.00		0.00			
E 26	KTNV	08/12/12	08/19/12	Sun 6-7p Action News	CM	Sun 6-7p -----S (6:00 PM-6:30 PM)	:30	1	\$350.00	P-03	0.00	NM	2	\$700.00
SUNDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$350.00		0.00			
	Week:	08/13/12	08/19/12	-----S		1			\$350.00		0.00			
E 27	KTNV	08/08/12	08/10/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P --WTF--	:30	3	\$250.00	P-03	0.00	NM	3	\$750.00
AFTERNOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$250.00		0.00			
E 28	KTNV	08/08/12	08/10/12	M-F 6-7p Action News	CM	M-F 6-7p --WTF-- (6:00 PM-6:30 PM)	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$500.00		0.00			
E 29	KTNV	08/08/12	08/10/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p --WTF--	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3			\$350.00		0.00			
E 30	KTNV	08/11/12	08/11/12	Sat 6-6:30p Action News	CM	Sat 6-6:30p -----S-	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
SATURDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$350.00		0.00			
E 31	KTNV	08/11/12	08/11/12	Sat 11-11:35 Action News	CM	Sat 11-11:35p -----S-	:30	1	\$750.00	P-03	0.00	NM	1	\$750.00
SATURDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$750.00		0.00			
Totals												73	\$29,450.00	